



Keeping Region's Economy Strong

Slater-Price Meets With Business Leaders

Growing the number of high-tech companies doing business in San Diego County and promoting tourism-economic development are the top priorities expressed to Supervisor Pam Slater-Price during meetings she held recently with chamber officials and business leaders at various meetings from Del Mar to Escondido.

"Keeping our economy diversified and vibrant is a cornerstone of my responsibility as an elected leader," explained Supervisor Slater-Price. "This is why I am out meeting face-to-face with the people who provide the jobs, who work hard to promote our region and its attractions."

Addressing meetings of the San Diego Norht Convention and Visitors Bureau and downtown Escondido busienss leaders, a group of taxfighters and non-profit community advocates, the supervisor outlined her strategy, which first and foremost focused on reducing traffic congestion so visitors can enjoy San Diego's many amenities.

"Tourism remains this region's third greatest industry," said Slater-Price. "We have great art, dining, beaches and lagoons, spas, and wonderful unique shops ... all of which provide tourists and locals alike with an amazing multi-sensory experience. People enjoy San Diego because it rejuvenates their spirits. We must not only protect but expand upon our toruist base."

The supervisor notes that both local and regional economists agree that San Diego County has a diverified job base that protects it from any dramatic changes. For 2007, economists predict the county's gross national product - an estimate of the total goods and services produced in the region - will grow by 2.4 percent. This estimate factors in the higher fuel costs and changes in the housing sector.

To ensure San Diego remains strong, Supervisor Slater-Price agreed that business leaders and elected officials must actively recruit high-tech industry.

"A just-released survey reveals that two-thirds of respondents rate economic development as important to them," she said. "This is significant as it validates that people are aware of how economic growth - and the lack of it - affects their quality of life. As Supervisor, I carefully weigh each and every decision to make certain job creation and preservation are encouraged."



Keeping San Diego County's economy vibrant is one of Supervisor Pam Slater-Price's top goals. Community grants encourag tourism, as identified by tourists and locals enjoying a spring day in downtown Encinitas (above). Earlier this month, the supervisor (right) met with David Barkin, president of the Downtown Business Association of Escondido as they took a walking tour of the area to learn ways the county can assist the City of Escondido in encouraging more people to visit the area.



Tax Credit Program Returns Dividends

As Tax Day nears, merchants and investors hope to enjoy a "bump" that last year returned an estimated \$5 million to the San Diego County economy, all due to a federal program that encourages eligible workers to apply for the Earned Income Tax Credit (EITC). A family can earn as much as a \$4,000 credit, which often is reinvested in the region through the purchase of new household items, home improvements, or a family car.

As supervisor, I cosponsored the legislation that began the EITC program in San Diego County. Working with community groups, we promoted the benefits of applying for the EITC. This work paid off: Last year, working families in this county filed more than 12,000 returns seeking this credit, and more are expected to apply this year.

Individuals and families who worked in 2006 and earned less than \$12,000 and \$39,000, respectively, are eligible for the credit. Since the first year, more than \$10 million has returned to San Diego families, rewarding their hard work and encouraging them to reinvest their labors.

Pension Fund Update:

Due to a sound investment strategy, the County of San Diego's pension fund earned almost \$1 billion last year, growing by 13.6 percent. The rate of return exceeded the projected 8.5 percent and increased the fund's overall value to \$7.99 billion. The fund administers the retirement dollars for county employees. The strong rate of return is indictive of the county's solid financial standing and ability to administer costs.

AROUND THE THIRD DISTRICT

News of Note

West Nile Virus Makes Early Return To San Diego County

County residents are reminded to be on the watch for dead birds that may be carrying the West Nile Virus. Dead crows have been found in Del Mar Heights, Carmel Valley and Encinitas. Birds become infected after being bitten by mosquitoes carrying the virus. To report an injured or dead bird, call the county Vector Control at (858) 694-2888. Learn more at www.SDFightTheBite.com.

Get Reliable Info on Pet Food Scare

The County of San Diego is closely monitoring the nationwide incidents involving pets poisoned by their food. Menu Foods produces about 100 wet and dry food brands sold in grocery and pet stores. A complete list of the recalled brands can be found at www.sdcountyvet.org.

A new recall involves suspected salmonella contamination in treats for dogs, cats and ferrets. The company, Eight in One, sells its products to Target and PetSmart.

\$40 Million For Healthcare Program

Low-income, uninsured legal residents will have access to a new source of health care through a three-year federal grant awarded to the County of San Diego. Based on recommendations issued in the Healthcare Safety Net study approved by the Board of Supervisors in December 2006, the county will be receiving \$40 million that will be used to target the high cost of medical care for treatment of such symptoms as diabetes and high blood pressure. By improving the treatment of these and other diseases through community clinics, the goal is to reduce the strain on emergency rooms and hospitals.

Health Champions Honored

Patricia Herta of Escondido Education COMPACT was one of several county-wide honorees saluted for their commitment to public health. The April 6 ceremony honored those who made "extraordinary achievements." Carey Storm, director of operations for Qualcomm received the "Individual Award" while the "Organization Award" went to the San Diego Black Nurses Association.



WORTHY HONOR

People who give of themselves make our region a better place to live and work. Lois Peters (left) is a fixture at the Solana Beach branch of the San Diego County Library, where she has helped file books and conduct craft workshops for more than 20 years! Volunteers like Lois gave the county 6,200 hours last year, for an estimated taxpayer savings of \$1.24 million. Thank you all!

Student's Request Leads To School's Crosswalk

It was the preparation and diligence of a fifth-grade student body president that convinced Supervisor Pam Slater-Price that potentially hazardous traffic conditions existed at an Escondido elementary school. After touring the campus and observing the after-school rush, Supervisor Slater-Price directed county staff to have a marked crosswalk and "Stop" sign installed by Bernardo Elementary School.

Fifth-grader Jake Halsey brought the situation to the supervisor's attention, who then organized a meeting of school officials and county public works staff. The solution, all agreed, is to have a crosswalk installed across Bernardo Avenue at the intersection with Mountain Heights Road. In addition, "School Ahead" and "Stop" signs will be installed along the busy roadway.

"I felt strongly that we must cut through any red tape and get this done for



Bernardo Elementary School student body president Jake Halsey (center) explains to Supervisor Pam Slater-Price the problem with traffic flow at his campus and the need for a crosswalk.

the safety of the kids," said Supervisor Slater-Price. "No problem can't be



Supervisor Pam Slater-Price reviews after-school traffic concerns (right) at Bernardo Elementary in Escondido. Work is already under way to improve pedestrian safety.



AROUND THE THIRD DISTRICT

Grants Promote Community, Jobs

Non-profit organizations that promote fire safety for homeowners, tourism that enhances San Diego County's economy, and the arts to lift souls and give this region a worldwide identity for its cultural amenities were awarded community projects grants for the work they do in the Third District! I submitted the following grants to enhance your quality of life:

- **Rancho Penasquitos Town Council**, \$5,000 to stage its annual "Fiesta de los Penasquitos" community celebration that traditionally attracts 10,000 people for a day of crafts, music, culture and culinary treats. This year's street festival runs from 10 a.m. to 4 p.m. May 6 on Black Mountain Road between Twin Trails Drive and Carmel Mountain Road.

- **Tierrasanta Fire Safe Council**, \$6,000 for a fire-safe demonstration park. The council's goal is to increase fire safety by mobilizing volunteers to better protect homes, businesses and the community at large. The community of Tierrasanta is on a plateau east of Interstate 15 that is highly prone to wildfire. Tierrasanta is one of 150 fire councils in California.

- **San Diego Repertory Theatre**, \$10,000 for an arts education initiative. The Rep, based in the Lyceum Theatre in Horton Plaza, is a regional theater company whose mission is to explore "key spiritual, political and cultural values that are vital to our community."

- **Encinitas Rotary Club**, \$5,000 to offset expenses of hosting its annual Encinitas Rotary Cup soccer tournament featuring local youth teams. This year's tournament takes place Aug. 11 through 13. Funds raised through the tournament are used in a variety of projects. The club previously refurbished the Ecke YMCA Aquatic Center at the Agua Hedionda Lagoon. Learn more at www.encinitasrotary.com.

- **I Love A Clean San Diego**, \$15,000 to offset costs of staging its 2007 "Creek to Bay" clean-up activities. The fifth annual event runs from 9 a.m. to noon April 28 at locations countywide. Last year, more than 2,500 volunteers helped remove 102,000 pounds of debris at 41 sites. To learn more or to sign up online, go to www.creetobay.org.

- **San Diego North Convention and Visitors Bureau**, \$2,500 to help stage its annual breakfast meeting that is open to the public. The bureau helps coordinate and promote tourism in North County. Its website (www.sandiegounorth.com) allows visitors to



SALUTING FITNESS

Healthy representatives of the La Jolla YMCA (above) visited Supervisor Pam Slater-Price to mark the March celebration of Healthy Kids Day. The YMCA received a county proclamation marking its effort in this important campaign.



book a motel, rent a car, or learn about upcoming events.

- **Discover Pacific Beach**, \$5,000 for street banners that promote the community and improve its downtown district that features more than 150 restaurants and dozens of boutique shops. Check out www.pacificbeach.org.

- **Solana Beach Chamber of Commerce**, \$3,000 to cover set-up and other expenses for the annual Fiesta del Sol community celebration that is now in its 29th year. This year's festival is on June 2 and 3 at Fletcher Park Cove. About 40,000 people attended last year's event.

- **Escondido Children's Museum**, \$5,000 to offset costs for its annual fund-raising gala. The museum for the younger generation offers hands-on exhibits and coordinates family events, including the April 7 Easter egg hunt in Grape Day Park. The website is www.escondidochildrensmuseum.org.

- **Cardiff 101 Chamber of Commerce**, \$6,000 to be used to repair and repaint the community sign along Highway 101 and to offset costs with staging its second "Dog Days of Summer" celebration taking place Aug. 11. Done in conjunction with the Rancho Coastal Humane Society, the festival runs from 10 a.m. to 2 p.m. Call (760) 436-0431 for information.

- **San Diego Center for Jewish Culture**, \$5,000 to help stage the 2007 San Diego Jewish Music Festival. Now in its eighth year, the festival begins April 18 and 19 with the showing

of the award-winning film, "Music on the Screen." Events continue on through August. The schedule is at www.sdcjc.lfjcc.org.

- **Encinitas-La Costa Rotary Club**, \$10,000 to offset costs of hosting its annual golf tournament, which is the service club's primary fundraiser for the year. The 10th annual tournament tees off on May 4 with a variety of activities and events. Check it out at www.elcrotarygolf.com.

- **Cardiff Botanical Society**, \$5,000 to purchase plants, trees and vegetation that will be planted at Carpentier Park, the linear park that parallels the train tracks through Cardiff-by-the-Sea. The pathway is a favorite hiking spot for locals and tourists.

- **Bernardo Concerts Association**, \$2,500 to cover costs of staging its 2007-08 season. The first notes were heard in 1975. Since then, the music has only improved! Keep track of upcoming events at www.rbernardo.com.

- **Joslyn Senior Center**, \$1,000 to offset costs of staging its sixth annual "Stepping Out – Walk in the Park" event in Rancho Bernardo. The center offers a variety of services for older adults at 18402 W. Bernardo Drive.

- **Sexual Assault Response Team (SART)**, \$3,000 to help reduce costs of staging its annual golf tournament, which is the non-profit group's primary fund-raiser. With a mission "To promote social change that fosters a society responsive to victims/survivors, their families and our community that holds offenders accountable," SART debuted in San Diego County in 1990. Teams of volunteers compassionately assist victims, while ensuring vital evidence is preserved.

- **Class ACT**, \$7,500 for educational arts workshops to be held within the Third District. The Encinitas-based non-profit provides arts programs for local schools, including its recent "Greek Theatre and Masks" workshop. Schools interested in the program can call (760) 436-3729.

- **Performing Arts Workshop**, \$7,500 to coordinate educational arts workshops in the Third District.

- **California Center for the Arts**, \$5,000 to assist with the costs of staging its "Presidents Night 2007" gala fund-raiser in Escondido.

- **Mental Health Systems**, \$10,000 for its "Walk for Recovery" event. Founded in 1978, Mental Health Systems provides health, drug and alcohol rehabilitation in an "innovative and cost-effective manner." This year was the fifth "Walk for Recovery."

PAM AROUND TOWN



HONORED ARE...

Third District residents who were recently honored by Supervisor Pam Slater-Price include 14-year-old golf sensation Mac-Kinzi "Mac" Kline of Encinitas (above) and Daniel Yeto of Escondido (right), the national "Newspaper Carrier of the Year" who works for a North County publication.



HE REALLY CARES...

Randall Stein (above) is saluted by Supervisor Pam Slater-Price for being the county "Volunteer of the Month" for his myriad contributions at Edgemoor Hospital.

The Staff of Supervisor Pam Slater-Price

- John WeilChief of Staff
- Sachiko KohatsuLand Use
- Jim GonsalvesHousing
- Todd VoorheesBudget and Finance
- Erika BlackHealth & Human Services
- Anne-Marie JewelScheduling
- Frances PorterReceptionist
- Dennis C. LhotaNewsletters

Contact us at: (619) 531-5533
(800) 852-7334

Write us at: 1600 Pacific Highway, Room 335
San Diego, CA 92101

Website: www.pamslater.com

E-mail: pam.slater@sdcounty.ca.gov

E-Slate: E-Slate_editor@roadrunner.com